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Wisconsin ophthalmologist finds success second time around in the EMR market

ChartLogic helps Dr. James Memmen overcome difficult first EMR experience

Appleton, Wisconsin - June 15, 2007 - A difficult experience with an inflexible EMR solution at a previous practice led an Appleton, Wisc.-based ophthalmologist to search for a replacement EMR to showcase when he opened his new practice — James E. Memmen MD Ltd — in January 2007.

Dr. Memmen said the trauma and expense of working with the “inflexible EMR that relied on drop-down menus” didn’t deter him from returning to the EMR marketplace to find a sophisticated and flexible system that could work for years to come. For Dr. Memmen, that system was ChartLogic EMR.

“The more I looked at different systems the more I realized ChartLogic is the only one that works,” Dr. Memmen said. “Part of my due diligence included visiting all the [EMR systems](#) on display at the America Academy of Ophthalmology conference in Las Vegas in 2006. I was surprised by how many people who provided the sales interactions didn’t know their product — but ChartLogic staff knew the product inside out, especially to a physician like me who has previous experience and is not an EMR novice.”

As early as six months into the relationship with ChartLogic, Dr. Memmen said the benefits of using ChartLogic are already numerous. ChartLogic’s voice-recognition model has helped Dr. Memmen’s practice realize cost and time savings. “Right now, I looked at our current transcription costs and at 15 cents a line, it comes to roughly \$1,000 a month which we are saving,” Dr. Memmen said. “I also found that ChartLogic is the only EMR that promised to save time and does save time. Especially with the feature of Smart Text that eliminates a lot of the repetitive work that is part of a physician’s day.”

ChartLogic’s Smart Text feature allows physicians to adapt any pre-built forms to a current patient exam by simply stating a command or choosing from a drop down list. Smart Text forms will insert complete exams, specific exam elements, or other data directly into the note, significantly reducing dictation time, while solving the hurdle of how to handle complex patient encounters.

A feature that has truly impressed Dr. Memmen is the E/M coding optimization tool, which ensures documentation and substantiates billing levels.

“I see this as a revenue enhancer because I have always been cautious and tended to under code, which has meant thousands or even tens of thousands of dollars a year that would have

been legitimate revenue,” Dr. Memmen said. “Now when my coding staff reviews the charts in ChartLogic EMR, the accurate and comprehensive documentation means if the exams meet the requirements of a Level 4 exam, they can up code to a Level 4.”

ChartLogic's comprehensive referral-reply templates have also met with approval from Dr. Memmen and his staff who send the letters immediately following patient exams and procedures. This feature enhances the speed and efficiency with which Dr. Memmen's practice effectively communicates with referring physicians and has helped position Dr. Memmen as a leading ophthalmologist in his community for his ability to provide thorough patient care and follow up.

ChartLogic's user-friendly EMR has helped thousands of physicians across the country hurdle the transition from a paper to a digital medical practice without headache or fear.

The topic of [Electronic Medical Records](#) continues to take center stage on the national front. As recently as early June, presidential candidates referenced digital records as solutions for bringing down healthcare costs. This message was echoed in a *Wall Street Journal* editorial which agreed that a 2005 Rand study suggesting EMRs could produce \$77 billion in net savings a year with 90 percent adoption of EMR.

ChartLogic's own research indicates that awareness and perceptions of [EMR](#) have risen, and the inclination to purchase is also growing, according to ChartLogic Vice President of Marketing Tim Barrett. “Current estimations show that the \$10 billion EMR market is set to boom as of the more than 900,000 physicians in the US, less than 10 percent of these have purchased an [EMR system](#),” Barrett said. “We feel ChartLogic is poised to reap the rewards of greater adoption of EMR as we boast one of the highest levels of customer satisfaction in the industry, with a customer retention rate of more than 96 percent against an industry average of about 70 percent.”

The satisfied clients include Dr. Memmen in Appleton, Wisconsin. “For physicians looking to buy [EMR software](#), I would wholeheartedly say ChartLogic is the company to consider,” he said. “Look at as many EMRs as you can; then look at ChartLogic last. It's a much more sophisticated, flexible and in-depth system that allows you to use the EMR with good precision and with complete and accurate notes.”

A proud leader in the EMR market, [ChartLogic](#) has more than 2,000 licensed physicians and 6,000 total users. For more information on ChartLogic, call 1.888.337.4441.

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About ChartLogic

Based in Salt Lake City, Utah, ChartLogic, Inc. (CLI) is a Healthcare Information Technology (HIT) company focused specifically on the physician practice. With its advanced technology, it is a clear leader in the Electronic Medical Records (EMR) market with over 2,000 physician licenses and 6,000 total users.

CLI has evolved beyond being “best in breed” in EMR and now provides a fully integrated, total office solution for physician practices that enables the physician practice to achieve significantly higher levels of patient care, efficiency and profitability. This total solution provides physicians with an answer to their increasing economic pressures (higher costs and lower reimbursements) and allows them to be able to return to their primary interest — the practice of medicine. Visit www.chartlogic.com.